

CJCC Education and Public Relations Committee
March 30, 2009

Chair Jante called the meeting to order at 8:35 a.m.

Committee Members Present:

Marcia Jante
Dave Krahn
Ron Gulotta
Larry Nelson

Julianne Klimetz
Antwayne Robertson
Betty Groenewold

Absent:
Susan Dreyfus
Tim Fiedler

Others Present:

Rebecca Luczaj

Sara Carpenter

Sarah Pinkowski

Introductions

The Committee members introduced themselves and gave a one sentence description of what they do.

Approve minutes of February 23, 2009

Nelson moved, second by Klimetz, to approve the minutes of February 23, 2009. Motion carried unanimously.

Membership Review

Jante reviewed the Public Relations & Education Committee membership and welcomed new member Betty Groenewold. Sara Carpenter was invited to become a member of the Committee. Although Tim Fiedler has been unable to attend any meetings so far because of a scheduling conflict, he is very interested and wants to remain a member of the Committee. He will be attending the Committee meetings beginning in June.

Review/Discussion of CJCC Brochure Draft

Klimetz discussed the draft design of the CJCC brochure and passed around a copy for viewing. She explained that some program highlights were listed rather than all programs, in an effort to avoid being too text heavy. Also included are summaries of the functions of the programs. Pinkowski spoke about the technical design of the brochure and discussed the options of logo design, images and perhaps the County Seal. Klimetz asked for the Committee's input on any additional ideas for the brochure.

Jante suggested stepping back and discussing the intended target audience and the ultimate goal of the brochure. Carpenter offered to provide WCS program information for inclusion. Nelson suggested including membership of the CJCC. Klimetz stated that titles could be listed rather than individual names, such as Mayor of Waukesha, County Executive, etc, to avoid reprinting when there is changeover in the roles. Krahn stated that the goal should be to tell what CJCC is about in a simple and straightforward manner, designed for someone who has never heard of the CJCC before. It should briefly list the goals and objectives and include contact information. Krahn stated this would target the legislators and policymakers in Madison as well as the general public. Luczaj suggested including a sentence or two about the history of the development of the CJCC and then go into its focus for today and the future. Nelson added that getting the word out about the CJCC is of the utmost importance. Website information should be included as well. Groenewold suggested there could be an opportunity to sign up for informational emails via the website, as well as download any publications or newsletters.

Gulotta stated it should be clarified what we want this brochure to do. Perhaps more than one brochure is needed to reach different target audiences. Jante stated that the goal would be to have just one brochure –

a “one size fits all”. Krahn suggested including a mission statement and perhaps one sentence for the major programs; it should simply inform people what the CJCC is, and provide contact information. It would hopefully stir some interest in the Council. Groenewold said that it is important that the brochure does not provide too much information – just highlight the main points and lead people to more in depth information if desired. Luczaj stated that since programming changes according to funding, the brochure should be as general as possible; specific program highlights should be saved for the newsletter. Carpenter suggested including quotes or testimonials from WCS program participants.

Discussion continued regarding what information a newsletter should provide as opposed to the brochure. The brochure would be meant to be useable for the long term; the newsletter would contain information that would be updated more frequently. Formatting of the brochure was also discussed, including color choice and text placement, and the creation of a CJCC logo. Krahn said he would look into what type of logo other CJCCs use.

Jante said that Luczaj, Robertson and Carpenter have volunteered to help work on the brochure. Klimetz suggested that they meet outside of this Committee to work on the brochure design. Jante would like another draft for review by the next Education & Public Relations Committee meeting (April 27).

Update on Educational Forum

Jante stated that the date for the Educational Forum has been set for Friday, May 8, 2009. The location is yet to be determined. She stated they are considering timeframes of either 8:30 to noon or 9:00 to 1:00, including a working lunch. Nelson suggested that registration be held from 8:30 – 9:00, and begin the Forum at 9:00.

Jante stated the audience would be made up of elected officials, policy makers and program providers. Jante stated they are targeting 50 attendees. The keynote address will be given by Dr. Steven Small, professor from UW-Madison. The topic will be *The Principles of Effective Juvenile Delinquency Prevention*. Jante continued to discuss the outline of agenda items.

Jante stated she is working on the mailing list with Luczaj. The mailing list will include municipal and county judges, county departments, agencies and organizations through the Mental Health Association and DHSS, community organizations, WCS, Drug Free Communities, school districts, and potential funding sources. Jante will be working on recruiting facilitators and will keep the Committee members informed through email.

Planning for Day Report Center Anniversary Event

Luczaj discussed this project assigned to the Committee by Judge Davis. Following a presentation by Carpenter on the Day Report Center and the Alcohol Treatment Court Program at the CJCC meeting last week, several members commented that something should be done to get the word out about the success of these programs. Davis suggested a commemoration of the upcoming 2nd Anniversary of the Day Report Center to highlight the program and its successes. Davis made the following suggestions in regard to planning the event:

- Monday or Friday (good for legislators)
- Around noon hour (good for judges)
- Media - including Journal, Freeman
- Opening welcome by County Executive
- To be held at the Day Report Center

Gulotta left at 9:36.

Klimetz left at 9:39.

Discussion continued regarding the focus of issues for the event. Luczaj stated that Judge Davis wants to meet with Carpenter, Jante and herself to further discuss the planning details. Krahn offered to hand deliver the invitations to the legislators in Madison.

Next Meeting Date

- Monday, April 27, at 8:30 a.m.

The meeting adjourned at 9:52 a.m.